

ABSTRACT

A system and method of backprinting image prints in which an order is received specifying one or more recipients and, for each specified recipient, a set of one or more images associated with that recipient. For each recipient specified by the order, the images associated with the recipient are separated into at least one printable unit of images, and, for each printable unit, each image in the printable unit is printed on a first side of an image print. Backprinting information is backprinted on the other side of one or more of the image prints. The backprinting information can be received from a user and backprinted onto one or images.